

Application Data Sheet

Application Information

Application Number:: UNKNOWN
Filing Date:: HEREWITH
Application Type:: REGULAR
Subject Matter:: UTILITY
Title:: AUDIOVISUAL SYSTEM AND METHOD
FOR DISPLAYING SEGMENTED
ADVERTISEMENTS TAILORED TO THE
CHARACTERISTIC VIEWING
PREFERENCES OF A USER

Attorney Docket Number:: K35A0819
Request for Early Publication?: NO
Request for Non-Publication?: YES
Total Drawing Sheets:: 11
Small Entity:: NO
Petition included?: NO

Applicant Information

Applicant Authority Type:: INVENTOR
Primary Citizenship Country:: US
Status:: FULL CAPACITY
Given Name:: WILLIAM
Middle Name:: P.
Family Name:: PRICE
City of Residence:: SANTA ANA
State of Residence:: CA
Country of Residence:: US
Street of mailing address:: 11037 WARNER AVENUE, #290
City of mailing address:: FOUNTAIN VALLEY
State of mailing address:: CA
Country of mailing address:: US

Zip Code of mailing address:: 92708

Applicant Authority Type:: INVENTOR

Primary Citizenship Country:: US

Status:: FULL CAPACITY

Given Name:: R. GREGORY

Family Name:: KALSOW

City of Residence:: LAKE FOREST

State of Residence:: CA

Country of Residence:: US

Street of mailing address:: 24482 VIA DEL RIO

City of mailing address:: LAKE FOREST

State of mailing address:: CA

Country of mailing address:: US

Zip Code of mailing address:: 92630

Applicant Authority Type:: INVENTOR

Primary Citizenship Country:: US

Status:: FULL CAPACITY

Given Name:: LEOPOLD B.

Family Name:: WILLNER

City of Residence:: SANTA CRUZ

State of Residence:: CA

Country of Residence:: US

Street of mailing address:: 24 CLUBHOUSE RD

City of mailing address:: SANTA CRUZ

State of mailing address:: CA

Country of mailing address:: US

Zip Code of mailing address:: 95060

Correspondence Information

Correspondence Customer Number::	26332
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Representative Information

Representative Designation::	Registration Number::	Representative Name::
Primary	39,367	MILAD G. SHARA, ESQ.
Associate	47,677	BRUCE S. ITCHKAWITZ, ESQ.

Domestic Priority Information

Application::	Continuity Type::	Parent Application::	Parent Filing Date::

Assignee Information

Assignee name:: KEEN PERSONAL MEDIA, INC.
Street of mailing address:: ONE MORGAN
City of mailing address:: IRVINE
State of mailing address:: CA
Country of mailing address:: US
Zip code of mailing address:: 92618